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ABSTRACT

This study is an analysis and synthesis of information available about Williamsburg, Virginia and the Williamsburg Public Library to determine the library's relationship to the community it serves and evaluate the services it provides. Data were collected using the techniques taught in seminars presented by the Community Analysis Research Institute of the University of Denver. Presented in five chapters, Chapter 1 enumerates the major finds of the study. Chapter 2 provides an overview of Williamsburg's history and profiles the community's population and educational characteristics; organizations, groups, and agencies; employment patterns by major occupational and industrial groups; income; and future growth trends. Chapter 3 discusses the public library's history, governance structure, financial base, and facilities, and assesses the collection with data obtained from random sampling. The library's hours of service, registration, and users are discussed in Chapter 4. Implications of the study that should influence library planning in the future conclude the report. Williamsburg can be characterized as conservative and rural, with the population falling into groups characterized by "extremes." Findings indicate that the use of the library is spread over the residents of the total county, there is a need for a detailed selection policy, and the library should have more contact with the community's organizations and agencies. The study is supported by numerous tables and area maps are appended. (JPF)

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COMMUNITY ANALYSIS

For

RESPONSIVE LIBRARY SERVICE

Williamsburg Regional Library

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William R. Chamberlain

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) AND USERS OF THE ERIC SYSTEM."

William R. Chamberlain
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June 1978

IR 006 351

PREFACE

In August of 1975, I presented to the Library Board a report on the Williamsburg Public Library, which consisted of a study and recommendations on the conditions within the library. This present study endeavors to take a further step and determine the library's relationship to the community it serves, to give it a more responsive awareness of that community, and to evaluate the service that it gives.

Techniques used were learnt at two seminars (Denver, February 1977; Richmond, September 1977) developed by the Community Analysis Research Institute, Graduate School of Librarianship, University of Denver, under the supervision of Professor Roger Greer. These techniques include the use of a census data collection form developed by Professor Greer, and a Random Number Survey for sampling registered borrowers and the book collection, also developed by him.

In my efforts to obtain the data needed in this report, I have been ably assisted by the willing and competent staff of the library, by members of the administrations of James City County and the city of Williamsburg, and by many members of the community. I wish to express my gratitude and appreciation to these people for their cheerful and willing cooperation in this.

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CHAPTER I

Summary

For your convenience, this chapter presents as briefly as possible the major findings of the study.

1. Figures available for the study were eight years old (1970 census). There is considerable disagreement on present total population numbers and future numbers. This could affect all breakdown of the population percentages by age, education, income, etc.

2. The County. Use of the present library is spread over the residents of the total county. There is a need for service based in the county. With the potential growth and change, this service must be flexible.

3. Book collection. The collection is well used but much of it is old and some areas are weak. There must be a detailed selection policy established.

4. In view of the potential growth, the misconceptions, and the need for responsive library service, this type of study should be repeated on a regular basis.

5. There must be more contact with the large number of clubs, organizations, and agencies in the community. This should include contact and cooperation with all other types of libraries.

CHAPTER II

THE AREA

History

It can be fairly claimed that there are few areas in the United States where history has played a greater part in the development than in this county and city. Within its boundaries, the first permanent settlement of English origin was established at Jamestown. This was the first colonial capital and trade center for Virginia. Williamsburg became the capital in 1698 after fire destroyed the State House in Jamestown. It remained the capital until it was removed to Richmond in 1779.

When it is remembered that Yorktown, the site of the concluding battle in the Revolutionary War, is in the next county, and that several battles and marches took place in or near here in the Civil War, the effect of history becomes even more noticeable.

In 1927, John D. Rockefeller, Jr. and the Colonial Williamsburg Foundation began the work of restoring the old colonial capital until it is now one of the major tourist attractions in the country. The original landing and settlement site has been restored by the National Park Service.

The emphasis on catering to the needs of the tourists, and the presence of the College of William and Mary (one of the oldest in the country) have had a marked influence on the community. To this is added the development by Anheuser-Busch Inc. of the Old Country, a Busch Garden tourist attraction.

The recent development of the Hampton Roads Metropolitan Area further down the Peninsula, and the Richmond Metropolitan Area to the west, has led to increasing bedroom suburban development in the areas of the county not involved in the tourist trade. This increase can be expected to continue,

and has had the effect of attracting small industries to the area. It can be expected, therefore, that while tourism and the college will always play an important part, there will be some change in the size and importance of their influence.

Physical

The county and the city are on a narrow peninsula bounded on the north by the York River, and on the south by the James River. The land is low lying and bisected by several creeks and small lakes. To the west, the Chickahominy River forms a large part of the boundary while to the east lies the city ports of Hampton and Newport News.

Transportation

Given the nature of the peninsula, all transportation routes run approximately east-west. The major road, Interstate 64, by-passes Williamsburg as the final few miles are just being completed. The other major road, U. S. 60, passes through Williamsburg from Richmond to Hampton. State Route 5 starts in Williamsburg and follows the James River up to Richmond. State Route 31, the only south bound road out of the county, also starts in Williamsburg and crosses the James by ferry.

The area is served by the Chesapeake and Ohio Railway from Richmond to Newport News. Amtrack provides service to Williamsburg, although it has been proposed that this be stopped.

Williamsburg has a municipal airport and is only a short distance from two international airports at Newport News and Richmond.

Population Characteristics

The basic problem in assessing the characteristics of the area lies with the fact that the last census was taken in 1970. This is best emphasized by the following table for James City County:

TABLE I*

U. S. Census	1970	17,853
Virginia Dept. of Planning	1974	19,100
Tayloe Murphy Institute, U. Va.	1975	19,000
Tayloe Murphy Institute, U. Va.	1976	19,800
James City County Planning Dept.	1977	23,475
Virginia Department of Planning	1980 Projection	21,300

Figures for the city of Williamsburg do not show so great a disparity, as there is less room for growth. It will be very important to compare the figures from the 1980 census with those supplied here, to establish what changes have actually taken place.

Table II shows the breakdown by ages of the population for the two localities. One immediate observation is on the big difference the presence of the College of William and Mary makes to the city. There does not seem to be a similar effect in the county.

TABLE II

Age Category	Williamsburg		James City County	
-2	275	3.0%	923	5.2%
3-4	132	1.5%	662	3.7%
5-13	688	7.6%	3,285	18.4%
14-18	991	10.9%	1,535	8.6%
19-34	4,318	47.6%	4,237	23.7%
35-64	2,027	22.4%	5,650	31.6%
65+	638	7.0%	1,561	8.7%
	9,069		17,853	

From the viewpoint of library service, it is important to note that over one-third of the county's population was under 18 in 1970. If this same percentage holds true now, then this group need some special consideration for service, since it is a fact that: (1) school libraries are only open during the school hours, (2) they are closed during vacations, (3) there is no public transportation to the public library (and anyhow it is too far to

* Figures used in this and the following tables are from the U. S. Department of Commerce, Bureau of the Census, 1970 Census of Population.

travel in the evening), and (4) the students need assistance and a place to research their school projects.

Table III gives the breakdown between those living in households and those in group quarters. Again the influence of the college on the city is very marked.

TABLE III

	Williamsburg		James City County	
No. in households	5,918	65.3%	15,382	86.2%
No. in group quarters	3,151	34.7%	2,471	13.8%

Table IV, the final one in this section, gives the breakdown of marital status. The now expected college influence is very present, while the number of widowed or divorced adults for the county could bear further investigation (the needs of the single-parent family?).

TABLE IV

Marital stutus (over 18)

	Williamsburg		James City County	
Single	4,176	52.4%	3,447	26.6%
Married	3,169	39.7%	8,146	62.7%
Widowed	444	5.6%	981	7.6%
Divorced	185	2.3%	409	3.2%

Education

The influence of the amount of education a person has is of major importance as to whether that person will use the public library. Bernard Berelson (The library's public. New York,1949) established the fact that library users come from the better educated among the population. Although a few of the latest studies indicate that there may be a change in this trend in the users of inner-city libraries, it still holds true for the remainder.

In addition, with the great improvement in the school libraries, there is a new generation coming who are familiar with using the library, and who

expect to be able to find their answers there. It is useful to know who has access to the school/college libraries, and through a further study, how to develop closer cooperation among the various libraries. Table V shows the actual school and college enrollment in 1970, and the percentage of the total population in the educational process.

TABLE V

	Williamsburg		James City County	
Nursery through elementary	708	16.1%	3,213	70.3%
High school	293	6.6%	1,030	22.6%
College	3,407	77.3%	322	7.1%
Total student enrollment	4,408	100%	4,565	100%
Percent of total population	48.6%		25.6%	

Here, more than anywhere else, the influence of the college is to be noted. This is especially true when we realize that over 37% of the total population in the city are students at the college.

The next table shows the years of schooling completed by adults over the age of 25.

TABLE VI

	Williamsburg		James City County	
No education	11	0.3%	287	3.0%
Elementary (1-8 years)	551	15.5%	2,965	30.9%
High school (9-12 years)	1,135	31.9%	4,413	45.9%
College (12-16 years)	1,861	52.3%	1,940	20.2%
Total population 25+	3,558	100%	9,605	100%
Median school years completed	13.45		11.3	
% High school graduates	76.5%		45.5%	
State median school years completed	11.7			

It must be obvious from this table that the reading interests of residents of the county will be very different from those of the city. These figures would indicate a definite need for further information on the county residents in developing a library service policy. While, as stated earlier, Berelson links education to library use, this does not mean that those with a lower educational level will not use the library, but in order

to attract them to the library, it must be prepared to provide the materials on a level and on subjects in which they are interested.

Organizations, groups, and agencies

This listing was compiled from many sources through the able efforts of a staff member of the library, helped by residents of the community. I can make no claim that is is complete, as some could easily have been missed. However, every group, organization, or agency counted had a contact person, an official name, and a reason for existing. Because of the number of groups, I have arbitrarily assigned them to general subject areas. No group is in more than one subject area.

TABLE VII

	Clubs/Organizations	Agencies
Miscellaneous	24	
Sports	34	4
Senior citizens	5	
Service orientated	19	
Veterans	10	
Foreign interest	5	
Social	21	
Extension & homemakers	2	
Garden	16	
Civic	5	
Fraternal	8	
Religion (including churches)	52	
History	10	2
Public agencies		49
Art	2	
Dance/Music	20	
Theatre	1	
Business & Professional	19	
Health	8	7
Young people	3	
Political	7	
Governing		10
Social service		4
Schools, public	7	13
Schools, private	2	13
	280	102

When it is considered that in areas such as Sports and Young People - I have not attempted to count the number of teams, but rather the league as one, or the number of scout troups - this is a very high figure. It means that, using the 1970 data, there is one club, organization or agency, for every 70 people resident in the two localities.

The difference made here between a club or organization and an agency, is that an agency receives its funding from either taxation or regular donations to provide a specific service. Thus, under agencies will be found such institutions as the Red Cross, the Cancer Society, and the Jamestown Foundation, as well as city and county government.

A breakdown of the larger groups would be helpful. Firstly, the Religious group is composed of 46 churches, synagogues, etc., and six groups or fellowships associated with them. This obviously does not include the Sunday Schools, choir groups, and probably all the informal church-related groups that must be present.

The second largest group is Sports. In this section it is probable that many people belong to organizations whose headquarters are outside the area under study, e.g., sailing. The main sub-groups are:

Baseball	Softball
Bowling	Flying
Water skiing	Riding
Birds (watching & preservation)	Athletics
Basketball	Tennis
Hunting	Football
Fishing	

This shows a wide range of all types of sporting activity.

The miscellaneous group ranges from radio to bibliographical, law wives to needlework, parents to philately. The only aspect that these have in common is that they cannot be placed in any other group.

The Social, Service, and Garden groups are as to be expected except perhaps in numbers and the preponderance of university organizations.

The interest fact about the Dance/Music group is that nearly all the clubs located are interested in folk, national, and early American music. National includes Mexican, Scottish and German dancers, Scottish and international musicians. Bluegrass competes with fife and drum, while there are several square dance clubs.

The Business and Professional group is interesting from the point of view of both numbers and the range of interests. It includes medical personnel, legal secretaries, business and professional women, executive housekeepers, engineers, pilots, police, teachers, lawyers, ministers, and realtors among others.

It must be obvious, and in fact some comment will be made elsewhere in the report, that the library must try and work closely with as many of these groups as possible. They should have at least some influence of the book selection policy. One offshoot of this study has already been implemented, which is the maintainance of a listing of the clubs with, wherever possible, the name and telephone number of the contact person.

Employment

Various aspects of a person's employment can have effect on the use or non-use of the library. Berelson's study indicates that the middle income group are the biggest users, but again this trend may be changing and also raises the query, do they use the library because it only appeals to them and does not appeal to the lower income group for reasons of book selection or intimidation (unintentional) of a public edifice.

Occupation can give some guidelines to the possible interests and

needs of the population. Where there are large numbers in a certain occupation, there may be a need for current information, or a need to know how to improve and move up. Table VIII gives the breakdown by occupation. A comparison between this table and the next, using the same figures only reporting from the viewpoint of industry rather than occupation, helps to define further the interest of those recorded.

TABLE VIII

Occupation

	Williamsburg		James City County	
Professional, technical, etc.	1,081	29.9%	1,057	17.4%
Managers and administrative	326	9.9%	405	6.7%
Sales workers	167	4.6%	302	4.9%
Clerical	654	18.1%	944	15.5%
Craftsmen	189	5.2%	779	12.8%
Operatives	162	4.5%	299	4.9%
Transport	82	2.3%	217	3.6%
Laborers	67	1.9%	364	6.0%
Farm workers	23	0.6%	138	2.3%
Service	790	21.8%	1,333	21.9%
Private household	75	2.1%	245	4.0%
Total	3,616	100%	6,083	100%

TABLE IX

Industry

	Williamsburg		James City County	
Construction	37	1.0%	480	7.9%
Manufacturing	160	4.4%	577	9.5%
Transportation	38	1.0%	127	2.1%
Communications, utilities	77	2.1%	64	1.1%
Wholesale	29	0.8%	55	0.9%
Retail	594	16.4%	972	16.0%
Finance, insurance, real estate	52	1.4%	132	2.2%
Business & repair	23	0.6%	113	1.9%
Personal	568	15.7%	1,061	17.4%
Education	1,073	29.7%	758	12.5%
Professional & related	283	7.8%	204	3.4%
Public administration	295	8.2%	734	12.1%
Health	288	7.9%	553	9.1%
Other	99	2.7%	253	4.2%
	3,616	100%	6,083	100%

While the differences in the various percentages between the residents of the city and those of the county are never very great (except for education

due to the influence of the college) it is noticeable that in the higher paid occupations, the higher percentage is generally in the city. When we study Table X - Income, we find this to be verified. There appears, therefore, to be a reverse of the general trend elsewhere, of the middle and upper income-brackets moving out into the suburbs.

TABLE X

Income (Family)

Income range	Williamsburg		James City County	
0-4,999	287	17.0%	849	21.5%
5,000-7,999	321	19.0%	855	21.6%
8,000-14,999	604	35.9%	1,622	41.0%
15,000-24,999	342	20.3%	512	12.9%
25,000-49,999	114	6.8%	92	2.3%
50,000+	16	1.0%	26	0.7%
	1,684	100%	3,956	100%
Median income	$10,266		$8,835	
Median for state	$ 9,049			

It must be remembered here that these figures are from the 1970 U.S. Census. There should be some upward trend and certainly with the increase in the population of the county there could be some significant changes. It would be valuable to rework these three tables as soon as the 1980 census is released.

The final table in this section deals with where residents go to work. There is a significant pattern apparent in this table. This is that of all residents reporting a place of work, 5,760, or 60%, work in Williamsburg. When we further consider that there were only 161 people reporting farming as an occupation, and the fact that most of the major sources of employment in the county, are close to the city, (e.g., Anehuser-Busch and Busch Gardens), it must have an effect on the traffic patterns. From an initial study of the map, and from observation, many commuters exit north from the city on route 60 as far as Lightfoot. This is the first place where roads begin to fan out to give access to the northern part of the county. The further north one travels from Lightfoot, the less traffic is encountered

on route 60. In any consideration of branch service to the northern section of the county, this factor must play a major influence. It will also be important that a careful study be made as to the time that most commuters return home from work in order that the branch library hours may be adjusted accordingly. When we consider the fact that Williamsburg is the major shopping centre as well, it can be seen that the housewives will also follow the same traffic pattern. It is unlikely that a person who normally leaves route 60 at or near Lightfoot, would drive north to either Norge (2+ miles) or Toano (±4 miles) just to visit the branch library.

TABLE XI

James City County

Total reporting place of work	6,178	
in James City County	1,520	24.6%
in Williamsburg	2,999	48.5%
other	1,659	26.9%

Williamsburg

Total reporting place of work	3,419	
in Williamsburg	2,761	80.8%
in James City County	141	4.1%
other	517	15.1%

It should be obvious that library service to the county will be influenced by these factors and that further study is necessary. It would be unwise and inefficient to site a branch where the maximum number of residents can not utilize it. At the same time the book collection and the hours of service must reflect the needs of the community.

Future growth and implications

Growth trends within the city of Williamsburg are naturally confined by the boundaries of the city and the restored area within the city. The State Department of Planning and Budget, Economic Research Section, projects

a growth for the city to a total of 13,100 residents by the year 2000. It is unlikely that there will be any need for service other than that provided by the central library.

Growth trends in the county are far more difficult to predict. The state projection is for 26,300 residents by the year 2000. The county planners provided figures that indicate more than 64,000 in the same period. When we remember the discrepancies found in the estimates shown in Table I, it becomes obvious that a careful watch will have to be maintained by the library in order to provide adequare service.

There are some factors that can assist in planning for the future. Using maps provided by the county planning department, the areas of probable development can be divided into three major groupings. The first of these is the northern area which starts just south of Lightfoot and up route 60 to the north and east. The population projected by the county for this area is more than 23,000, with 12,000 south and west of Lightfoot and 6,000 west of route 60 between Lightfoot and Toano. It is apparent, therefore, that this could be considered a major growth area, especially when the 1970 U. S. Census figures show only 1,456 and 1,310 residents in these two sub-areas. Again if traffic and road patterns stay relatively unchanges, the logical place for a branch is toward the southern end of this area.

The second major area of growth is in the immediate vicinity of Williamsburg to the north and west. The 1970 figures show 7,176 residents while county projections estimate more than 23,000 for this area. Growth rate therefore is not as fast or great as the first area. Its closer vicinity to the present library, and the road patterns, would indicate that initially this is where the residents would go for service.

The third major area is south of Williamsburg. Here, 1970 census shows 4,072 residents, and the projection is for 15,000 by the year 2000. This area is going to need very careful study as to work and shopping patterns. It is possible that many of the present residents and maybe more in the future will work and shop in Newport News. If that is true, then any effort to provide service must bear this in mind.

One final factor that could have great influence on designing service is that of the proposed by-pass road planned for the area west of Williamsburg. Since this could affect not only traffic patterns but also the location of shopping centers, it will also have a big effect on the pattern of use of library service.

CHAPTER III

THE LIBRARY

Origin and History

The public library has a long history in Williamsburg. It has been through several moves culminating in the move to the present building in 1973. This was the first time that a building had been planned from the start as a library for Williamsburg. As can be expected when the doors were opened, the use of the library began to climb dramatically.

In 1976 serious talks were commenced toward the formalization of a contract to establish a regional library to serve the city of Williamsburg and James City County. On July 1, 1977, this was achieved. York County also participated to the extent of budgeting an amount in return for free service to the residents of Bruton District.

Government

The control of the regional library rests with the Library Board. Members of the Board are appointed for a four-year term by either the City Council or the County Board of Supervisors. Board members may be appointed for a second term.

It is the responsibility of the Board to set policies for the operation of the library. The Director is the executive officer of the Board.

Financial

The library receives its funding from three major sources: 1. Local allocation, 2. State aid to public libraries, and 3. Library Services and Construction Act, Title I grants.

Local allocation provides by far the greatest source of funding. The city of Williamsburg, James City County and York County each allocate a specific sum from their general revenue, or other sources, for the operation

of the library. The Library Board presents a budget request to the first two localities in a ratio determined by the contract establishing the library. The sum requested from York County is negotiated as being the amount needed to provide free service to Bruton District.

State funding is allocated on a formula based upon local expenditure, per capital, and area served. These funds may only be used to purchase books, supplies and equipment, and to supplement professional salaries.

Federal LSCA grants are for particular service and are arrived at by using a per capital and square mile formula pro-rated by median family income. They have to be applied for, stating the objective of the grant and the means for evaluating its effectiveness.

Facilities

The building on Scotland Street is the sole source of library service to the community. An attractive building with fair parking space and easy access for the handicapped, it is beginning to be a bit crowded. While many of my recommendations in the 1975 study have been implemented, the most noticable exception is the enlarging of the circulation desk, which is still a serious problem.

It is becoming obvious that expansion space is fast being filled and indeed for the children's, the reference and the study areas, there is no more suitable space for expansion. The other major problem area - aside from cramped staff space - is that of a meeting room. The present room is in the basement and is neither up to the attractive standards of the rest of the library, nor is it readily accessible. When the number of library programs, together with the potential programs and meetings it could host with the number of clubs in the area are considered, then alternative arrangements should be found.

If the talk on the expansion of the library building proceeds to the actual building stage, and if these factors are considered in the planning, then the expanded library should be sufficient for the foreseeable future.

Collection

In order to assess the collection, a sample survey was made. The means of arriving at the sample to be checked were as follows:

1. The adult collection shelf list was measured and then the total was divided by 400 which was the size sample chosen to give an accuracy of 85% ± 5%. The figure thus arrived at gave the distance between cards for the selection.

2. Using Ramdom Number tables, first a drawer and then a card was selected to be the starting point.

3. Thereafter every card the correct distance apart was selected.* Information from that card and from the book it represented was then used.

4. The same procedure was used for the juvenile collection.

The following tables comprise the information learnt from this sample survey. The procedure, as mentioned earlier, was developed by Professor Roger Greer of the Community Analysis Research Institute.

TABLE XII

Age of Book Collection

	Adult Fiction	Adult Non-Fiction	Juvenile
No date	9%	5%	1%
Pre 1961	20%	19%	18%
1961-1970	33%	28%	35%
1971-1976	35%	43%	42%
1977	3%	5%	4%

* NOTE: The same result would have occurred if all the cards in the shelf list had been counted, the number divided by 400 and the result used. This was done using statistics to verify. Care was taken that all cards were packed as tight as possible.

It should be mentioned that because a book has no date, it is not necessarily old. For the purpose of this study, every effort was made to ascertain dates and books were searched. It can be stated that all listed under "no date" are pre-1971.

TABLE XIII

Last Circulation date

	Adult Fiction	Adult Non-Fiction	Juvenile
1977	77%	66%	78%
1971-1976	18%	16%	15%
1961-1970	1%	1%	0%
Never	1%	12%	2%
Missing	3%	5%	5%

When a book could not be found either on the shelf or in circulation, searches were made for it to see if it was at the binders, being mended, overdue, or any other place. Tracers were placed in the circulation file and only after the staff were completely certain that it was missing, was it so listed.

TABLE XIV

Non-Fiction Age by Subject

	Dewey Numbers										
	000	100	200	300	400	500	600	700	800	900	B
% of total	3%	3%	4%	25%	1%	4%	13%	12%	8%	16%	10%
No date				1		1	2	1	3	3	
Pre-1971	6	4	11	25	3	9	18	19	14	30	11
1971-1976	2	4	2	46		3	19	17	7	16	15
1977		1		4		1	1	1	2	2	5

TABLE XV

Non-Fiction by circulation date

Last date	Dewey Numbers										
	000	100	200	300	400	500	600	700	800	900	B
1977	4	7	10	35	2	10	30	28	9	34	27
1971-1976			2	22		2	4	4	6	6	3
Pre-1971								1		1	
Never	1			6		1	1	1	8	4	1
Missing	1	1	1	4		1	4	4	1	3	
Reference	2	1		9	1		1		2	3	

There are several factors that show up in these tables. The most obvious one is that the collection is well-used. When 95% of the Adult Fiction, 82% of the Adult Non-Fiction, and 93% of the Juvenile collection have circulated at least once in the seven year period, and most of them in the last year, this indicates a high use of the collection. When it is realized that over 50% of the collection is more than seven years old, and when it is remembered that material goes out-of-date fairly fast, especially in the non-fiction, then there should be some concern to up-date the collection. In 1975, I expressed my concern over the non-fiction collection containing too many old and out-dated books. These tables verify this concern, especially since these books are being used. The public library is expected to be the source of accurate, up-to-date information, and if the only book on a subject is pre-1971, then the public tends to regard it as the most accurate, if indeed they even verify the date.

The second factor that becomes obvious is the wide range of reading interests. There is no subject area that has not had the majority of its books circulated in the last year. There are three areas that obviously need some new material. The Dewey sections 000, 200 and 400 show no new books, with the preponderance of pre-1971 books. Yet all three areas circulated their books in the last year.

In the Juvenile collection it is to be expected that the age of the books will average much older than the adult books. This is because certain old favorites will always be popular. A further study should be undertaken of the juvenile non-fiction to make certain that it is as up-to-date as possible.

Two final factors that need consideration are the number of books that have never circulated and the number that is missing. It should be

noted that of those never circulated, 19 or 45% are in reference. When this is taken together with the general age of the collection, I would recommend that a careful weeding takes place. When that has been done, there should be either a careful weeding of the shelf list to remove cards of books known to be missing, or a complete inventory taken of the holdings. While the latter is time-consuming and costly, I am not aware of the last occasion on which it was performed. If an inventory is done now, spot checks, whether using the same techniques as this study, or by taking one drawer at random and verifying against loss, will give an accurate figure of the annual rate of loss.

CHAPTER IV

Services and Users

Library hours

With service from 10:00 a.m. to 9:00 p.m. on four days of the week, and 10:00 a.m. to 5:00 p.m. Friday and Saturday, as well as Sunday afternoon hours during the winter, it would appear that the library is open an adequate length of time for all residents to be able to use it.

Registration and users

This section deals with who is using the library. For registration the same techniques used to sample the shelf list were applied and a separate sample of 400 each was obtained from the registration files of the city residents and the county residents. For the user tables a three-week period was chosen at random (also to coincide with the book-loan period), and every person entering the library was asked to place a pin in a large scale map as close as possible to where their home was located. Although some people may have used the library more than once and thus placed more than one pin, the concept was to determine which areas supply the heaviest usage and therefore duplication of pins was valid.

In order to closely determine where both the registration and the user tables refer, a map dividing James City County into Traffic Analysis zones was used (see Appendix A). For the city of Williamsburg, the figures appeared to divide conveniently into six definite areas (see Appendix B for map). When the tables refer to total population, the 1970 census has been used in this regard. While it is realized that some areas will have developed faster than others, these are the latest completely accurate figures available.

TABLE XVI

(Total users by locality)

James City County	1,152	44.2%
Williamsburg	992	38.1%
New Kent County	11	0.4%
Charles City County	11	0.4%
York County	440	16.9%
Gloucester County	1	0 %
	2,607	100 %

TABLE XVII

(Boundaries of Williamsburg's Districts)

District 1	Monticello Road North
District 2	Monticello/Richmond/Jamestown Roads
District 3	Richmond/Lafayette/Boundary Roads
District 4	Jamestown/Duke of Gloucester/Route 60
District 5	Boundary/Duke of Gloucester/Railway
District 6	Railway North

TABLE XVIII

Williamsburg

	Registration		Users	
District 1	41	10.1%	145	14.6%
District 2	28	6.9%	137	13.8%
District 3	25	6.2%	192	19.4%
District 4	41	10.1%	236	23.8%
District 5	16	3.9%	101	10.2%
District 6	77	19.0%	181	18.2%
Other	60	14.8%		
College	38	9.4%		
Expired - Untraceable	80	19.7%		
	406	100 %	992	100 %

In the section for Other, these numbers include York County cards misfiled (11), city post office box addresses that are actually county addresses (20), city post office box addresses where the home address was unknown (23), and some cards where the street address could be either city or county (6).

TABLE XIX

Williamsburg - Registration

Adult	233	57%
Student*	123	30%
Juvenile	50	12%
	406	100%

A very surprising figure shows here in the low percentage of juvenile registered borrowers. Even if the student population is ignored, it is still only 17.7%.

TABLE XX

Williamsburg - Expired or Delinquent

	Current		Expired		Delinquent	
Adult	101	43.3%	119	51.1%	13	5.6%
Student*	45	36.6%	78	63.4%		
Juvenile	22	44.0%	28	56.0%		

It is obvious from these figures that there is a definite need to weed out the expired cards on a regular basis. Once this has been done, I would recommend another sample be taken of the registration file to determine the area users more accurately. At the same time greater care should be employed in obtaining the correct address and placing the card in the correct file.

TABLE XXI

(next page)

* Refers to student at College of William & Mary

TABLE XXI

James City County

Zones	Registration		Users		Population	
	No.	%	No.	%	No.	%
601	0	0	9	0.8	584	3.3
602	26	5.9	17	1.5	1,252	7.0
603	1	0.2	0	0	0	0
611	41	9.4	51	4.4	1,088	6.1
612*	19	4.3	2	0.2	683	3.8
613	27	6.2	134	11.6	465	2.6
614*	14	3.2	55	4.8	...	...
615	56	12.8	111	9.6	1,075	6.0
616	5	1.1	49	4.3	348	1.9
617	1	0.2	1	0.1	...	...
621	9	2.1	3	0.3	716	4.0
622	43	9.8	117	10.2	778	4.4
623	58	13.3	187	16.2	1,186	6.6
624	2	0.4	27	23.4	113	0.6
625	9	2.1	31	26.9	295	1.7
626A	0	0	4	0.3	110	0.6
626B	0	0	6	0.5	111	0.6
631	21	4.8	104	9.0	3,244	18.1
632A	9	2.1	3	0.3	456	2.6
632B	40	9.2	33	2.9	1,000	5.6
633	2	0.4	4	0.3	105	0.6
634	0	0	9	0.8	104	0.6
635	0	0	3	0.3	138	0.8
636	0	0	8	0.7	365	2.0
641	34	7.8	84	7.3	1,310	7.3
642	14	3.2	10	0.9	343	1.9
643	3	0.6	10	0.9	333	1.9
651	2	0.4	40	3.5	813	4.9
652A	1	0.2	9	0.8	294	1.6
652B	0	0	29	2.5	400	2.2
653	0	0	2	0.2	144	0.8
Totals	437	100	1,152	100	17,853	100

To simplify the above table, I have taken the six zones with the highest percentages in each column.

*612 and 614 population totaled together under 612.

TABLE XXII

Zone	Registration	User	Population
623	13.3%	16.2%	6.6%
615	12.8%	9.6%	6.0%
622	9.8%	10.2%	4.4%
611	9.4%	4.4%	6.1%
632B	9.2%	2.9%	5.6%
641	7.8%	7.3%	7.3%
625	2.1%	26.9%	1.7%
624	0.4%	23.4%	0.6%
613	6.2%	11.6%	2.6%
631	4.8%	9.0%	18.1%
602	5.9%	1.5%	7.0%

Apart from the fact that most of the heavy use of the library comes from those zones closest to Williamsburg, there are several surprises here. Firstly, the zone with the highest percentage of the population (631), has a low registration percentage but the user percentage is almost double. This would indicate that many registered borrowers from this zone either used the library at least twice during the test period, or that one member of the family uses the card for all the family.

In the second highest population zone (641) the user and the registration percentages are almost the same as the population percentage, indicating a normal amount of use.

The third highest population zone (602) ranks eighth in registration percentages and fifteenth in user percentages. Since this is south of Williamsburg, it falls within the area I suggested earlier should have further study because they might be orientated towards Newport News.

The area with the highest user percentage has a low registration percentage and an even lower population percentage. In addition it is not particularly close to the library.

If we follow the lines of dividing the county in three areas mentioned earlier, the following figures are observed.

TABLE XXIII

	Registration	User	Population
North (zone 632/4 North	24.7%	21.2%	32.5%
Center	43.7%	55.5%	44.7%
South	29.3%	23.3%	22.8%

It is interesting and informative that residents from the northern sector, who have the furthest to travel, use the library in the proportion they do. American Library Association studies indicate that normally 75% of the users of a library come from within 1½ miles of the library building. This would appear to be a definite indicator that a branch library in the northern sector would be well used.

TABLE XXIV

James City County Registration

Adult	307	63%
Student*	34	7%
Juvenile	149	30%

There is here a much better ratio of juvenile to adult than there is in Williamsburg.

TABLE XXV

Expired and Delinquent

	Current		Expired		Delinquent	
Adult	180	58.6%	108	35.2%	19	6.2%
Student	16	47.1%	18	52.9%		
Juvenile	97	65.1%	52	34.9%		

Here again the percentages of expired cards is too high and I would recommend the same proceedure as for the Williamsburg file.

* Refers to student at College of William and Mary

Programs

Many and varied programs are a regular feature of the library service. Since they appear well attended, there is little need to investigate them further.

However certain areas for future consideration are designated by this study. First: programs designed to attract the school and pre-school children from within the city. Second: programs to help the clubs and organizations. Third: programs to help the lower educated and the lower income. Fourth: programs for the growing number of senior citizens. Fifth: programs for parents, especially single parents. These are all areas that have become obvious through the tables and deserve further study.

CHAPTER V

PLANNING

This study has brought into focus several areas and concerns that should influence planning for the future. At the start I requested several people, both on the library staff and from members of the public, to write down their inpressions of the community. It is perhaps appropriate to commence this section by looking at three concepts that were prevalent in the majority of the impressions.

1. Conservative. All seemed to feel that the area was best described in this term. Impressions varied from conservative, very conservative, to extremely conservative. Although the study does indicate an interest in things past (genealogy, history, music), there is such a wide range of interest, a variety of sports, occupations and clubs, that I would query whether this is the correct term to use. The wide reading interest areas shown by the circulation study, the average education level, the interest in local government and the environment, all show a concern for a quality of life and culture. I would therefore recommend that the term "conservative" be treated with caution and not allowed too much influence in future planning. In this respect the concern should be to provide good service rather than to provide traditional service.

2. Rural. The second most prevalent concept was that of the rural nature of the county. There is some doubt here whether this is to be taken as meaning that most of the county is farmland, or that most of the residents of the county work in farm-related occupations. While the former is true, there is a definite change occuring, and it is surprising the number of residential development areas that are present in the area, which are not immediately obvious while traveling the main roads. The

farm-related occupations, there are recorded 23 farm workers (or 0.6%) from the city and 138 farm workers (or 2.27%) from the county. These figures include both farmers and farm laborers. This means that there is a total of 161 or 1.66% of the total work-force engaged in farming. The remainder of the work-force is engaged in non-farm or non-rural work.

3. Extremes. The third concept is that the population falls into groups characterized by extremes - the very rich and the very poor, the highly educated and the illiterate. While there are residents who can be catagorized at the top or the bottom of the various classifications, and while the presence of the College of William and Mary does have an influence on educational levels, the greater majority of the population falls in the middle or average groupings. For example, the median income for the city is $10,266, and 35.9% of the population earned between $8,000-14,999. The same holds true for the county.

Probably the most important factor that will affect the future types of library service, is the rate and location of development in the county, the difference between the available figures for the present population, the greater difference on future growth, the effect of the By-pass road and shopping center development, all indicate a need to keep the type of service flexible. That there is a need for more service to the county is shown by the number of people who are willing to travel some distance to use the present library. Also there is a need to provide a facility and resources for the school children. These two factors together would indicate a need for a branch building. The development pattern and the present use pattern would indicate that Lightfoot would be the most suitable site for the building. However, future development might change this pattern and another site could become more suitable. With this in mind, I would recommend that either a building be rented until such time as patterns

become more established, or a building be purchased of the type that could be taken down and relocated. Whatever is chosen, there must be a close monitoring of events in the county at all times in order to provide the best service.

One area that became clearly defined in this study, as requiring careful planning, is the book collection. There should be four stages in the program development to meet the needs shown by this study. The first step should be a weeding of all unused books that will never be used. This should be accompanied by a weeding of the catalogue of the cards of books known to be missing. The final part of this step should be the taking of an inventory with the accompanying of a further purge of the catalogue files.

The second step of the program should be the contacting of clubs, organizations and other special interest groups to define areas in which the book collection can assist this desire for reading and knowledge. This step could be taken at the same time as step one.

The third stage should be the development of a book selection policy which should cover such factors as the development and replacement of the basic collection, how much support for special interest groups, the decision of funding between the various areas and between new and replacement books, and set priorities for areas to be upgraded.

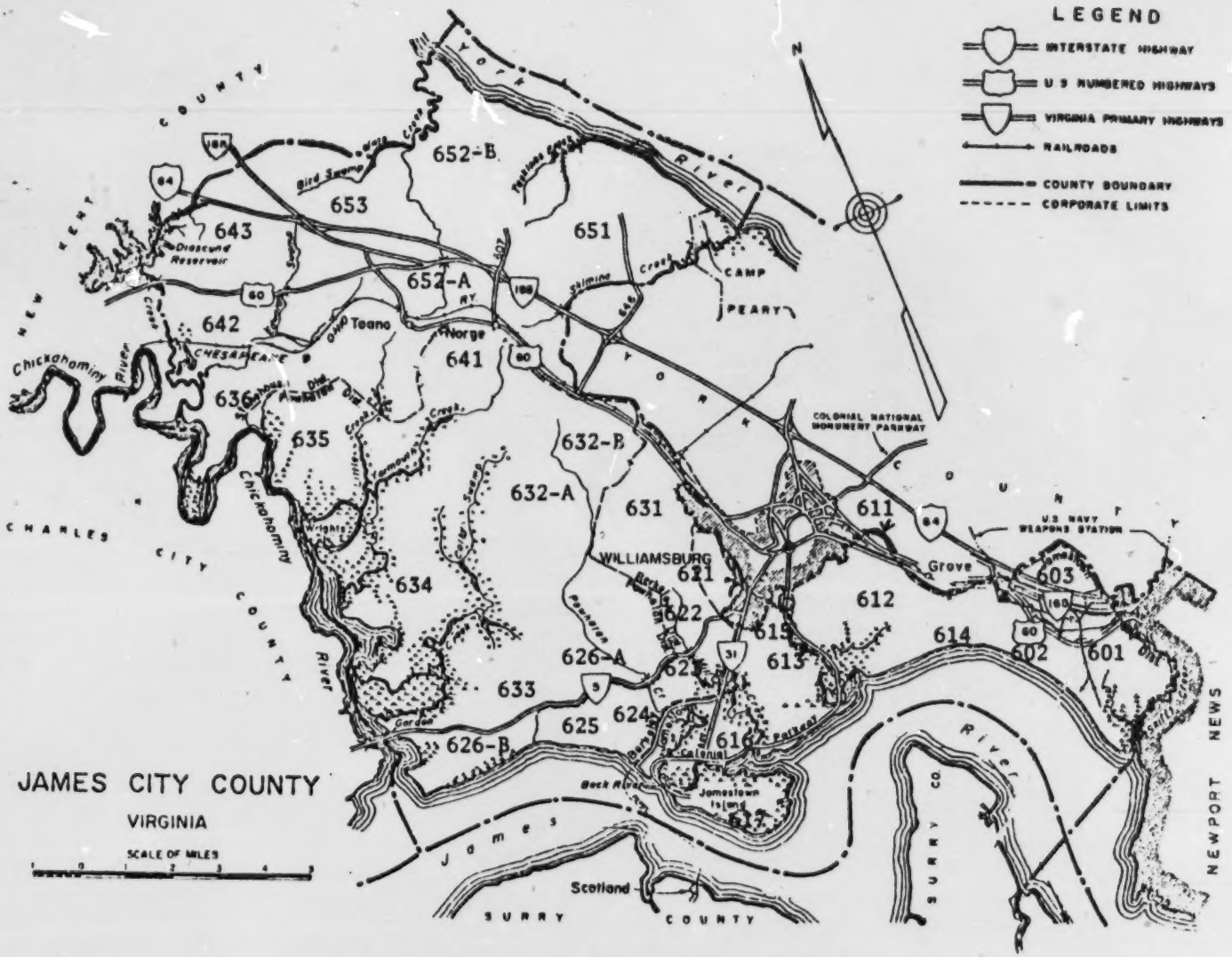
The final step would be the allocation of the book budget to meet the requirements of the selection policy, and the delegation of responsibility among the members of the staff as to who will oversee the various areas.

It should be realized that the above steps will take time, but a useful target date for the implementation of step four would be July 1, 1979. It should also be realized that neither the book collection nor the selection policy can remain static, but both should be evaluated at regular

intervals to gauge their effectiveness.

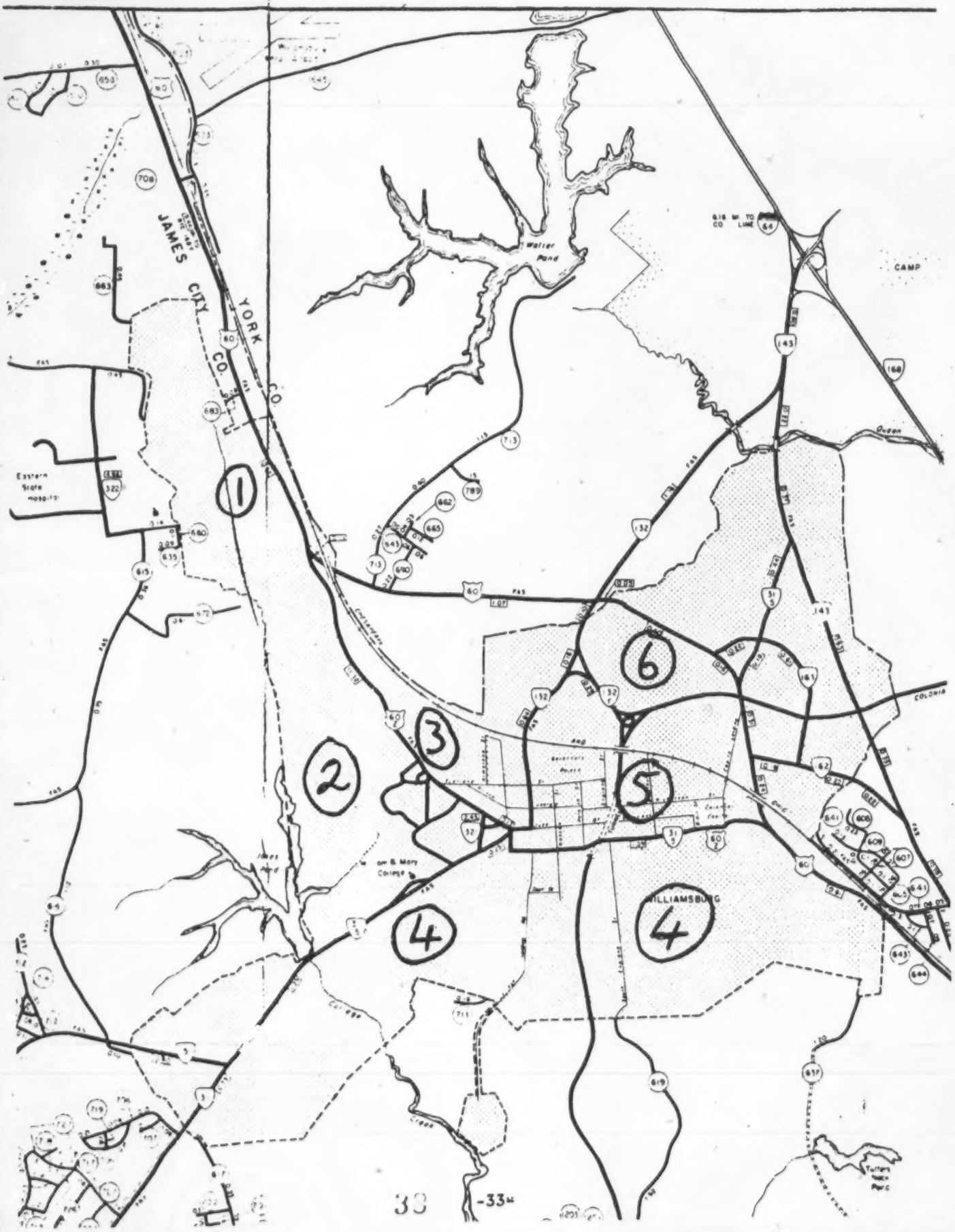
Arising out of this and from the section in the report, is an area that needs planning. This is the contact and relationship of the library to the large number of clubs, organizations and agencies that are present in the community. Part of the future service from the library should be the maintenance of a file containing the name of the group, its interests, contact persons and telephone numbers. A second decision that will have to be faced, is that of a policy on meeting rooms, especially if any new rooms are added. This should include a decision as to whether the library staff waits for a room to be requested, or actively pursues and promotes use of the rooms. Display areas should also have a policy developed to include such matters as can the person displaying sell articles and if so how.

In order to provide the best service most responsive to the community, the library and its branch must have as much information as possible on the community. Several times during this study, I have had to comment on the use of information that is eight years old. I would strongly recommend that the tables and information retrieved here be restudied again as soon as possible after the release of the 1980 census. I would also recommend that this information be used to define as closely as possible the goals of service. Thus it should be possible to state that there are a certain number of (for example) elderly people and that they would need a certain number of large print books which would cost a certain number of dollars. Another example would be the needs of the school children from the county. Here the effort might be in cooperation with the school libraries. In any case, the knowledge of the number and their needs will help establish priorities.


LEGEND
INTERSTATE HIGHWAY
U S NUMBERED HIGHWAYS
VIRGINIA PRIMARY HIGHWAYS
RAILROADS
COUNTY BOUNDARY
CORPORATE LIMITS
JAMES CITY COUNTY
VIRGINIA
SCALE OF MILES
652-B
653
643
651
652-A
642
641
636
635
632-B
632-A
631
611
634
621
612
622
614
626-A
623
613
602
601
603
633
625
624
626-B
616
617
WILLIAMSBURG
Grove
CAMP PEARY
COLONIAL NATIONAL MONUMENT PARKWAY
U.S. NAVY WEAPONS STATION
Chickahominy River
CHARLES CITY COUNTY
YORK
James
Scotland
SURRY COUNTY
SURRY CO.
NEWPORT NEWS
NEW KENT COUNTY
Diascund Reservoir
Toano
Norge
Jamestown Island
Colonial

APPENDIX A

APPENDIX B


JAMES CITY CO.
YORK CO.
Waller Pond
CAMP
Eastern State Hospital
Colonial
WILLIAMSBURG
1
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